

EASTLAND REDEVELOPMENT PROJECT

2018



LEGACY FAMILY GROUP

ENHANCING QUALITY OF LIFE
THROUGH NEIGHBORHOOD DEVELOPMENT



VISIONEERING STUDIOS



KIMBERLY EDMONDS

President
Legacy Family Group

ENHANCING THE QUALITY OF LIFE THROUGH NEIGHBORHOOD DEVELOPMENT

VISION

Enhance the perception and economic vitality of East Charlotte through sustainable development and public and private collaboration on the Eastland Mall site.

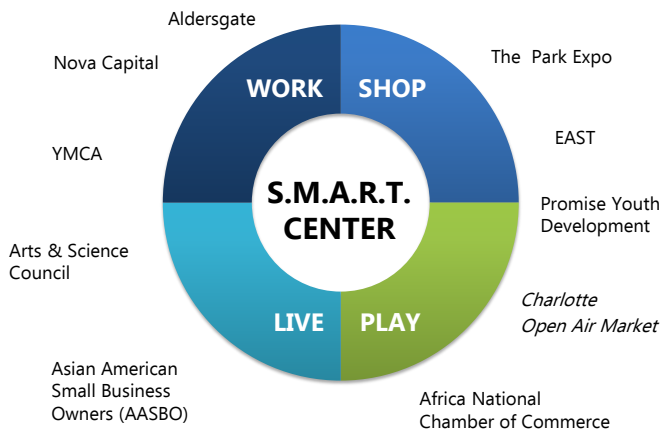
KEY CHARACTERISTICS

- Multi-phased development that features housing, retail, employment training, improved transportation, and cultural amenities;
- Clear coordinated strategy for marketing and promoting East Charlotte;
- Mechanism for office space collaboration and receiving neighborhood input
- Sound funding strategy that ensures long term success

LET'S BUILD TOGETHER

S.M.A.R.T. (Science, Math, Art, Resource, and Training) an innovation SaaS space, logistics hub/incubator center, dedicated to job training and mentorship for entrepreneurs and small businesses in the area.

DIVERSE COMMUNITY - FAMILY LOCAL TIES



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BUILDING SUSTAINABLE COMMUNITIES



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01 PARTNERSHIPS

Park Expo Coding Center
Offering 1000 Certifications

02 WORKFORCE FOCUS

Engaging Small & Large Businesses

03 CREATIVE CLASS CITY

Bridging history & community connection with critical stakeholders alignment a key driving force for economic development

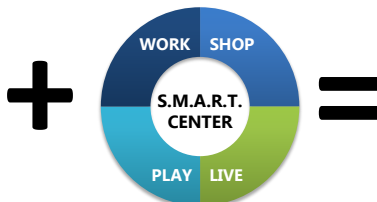
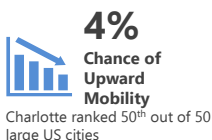
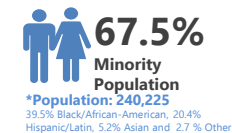
05 INTERNATIONAL TRADE HUB

Mobilizing diverse businesses with a global supply chain model through manufacturing & distribution

04 SOCIAL ENTREPRENEURSHIP

Cultural Workforce Innovation & social network engagement

TIMELINE 24-36 MONTHS



WORKFORCE DEVELOPMENT/TRAINING
Providing skills/training, and other resources
Connecting workers & employers

3 AREAS OF IMPACT:

COMMUNITY

Restoration of community pride
Creation of new community
gathering spaces (restaurants,
cultural green spaces & natural
water features)

ECONOMIC

Increased commerce into the area
Promotes home ownership
Provides support for local businesses

SOCIAL

Reduction of recidivism rates
Opportunities for Upward Mobility

The SMART Center will serve as the catalyst for economic development and community revitalization.

*Eastland target zip codes: 28212, 28213, 28215, 28227 and 28205

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STAKEHOLDER INVOLVEMENT & COMMUNITY PARTNERS

Collaboration with civic organizations, as well as with the **City, County, Charlotte Regional Partnerships, CRVA, Charlotte Hospitality Tourism Association, Charlotte Housing Authority, and Charlotte Works** will ensure that our cultural hub is sustainable and a socio-economic revitalization centered around creating jobs for our youth and families.

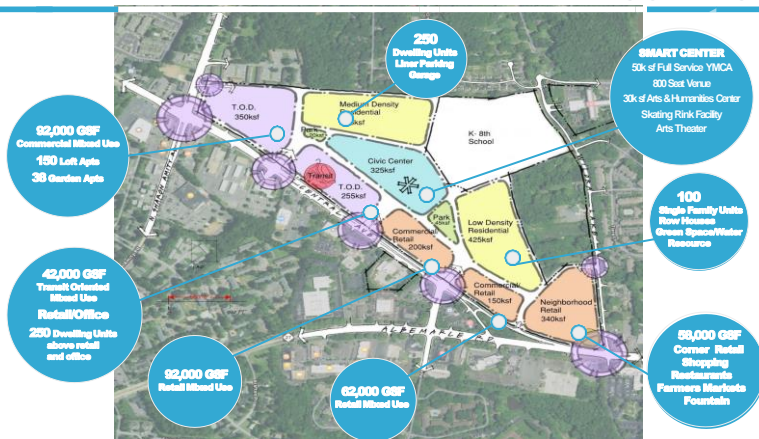
We have met with several stakeholders, local, regional, international leaders have expressed interest building with our proposed plan. We attended community gatherings to hear from the local citizens, held meetings with community leaders within Charlotte Eastland area, conducted and obtained surveys from CMS/CTE Millennials who voiced areas for curriculum/training needs assessment.

- CMS/Career Technology Education Dept.
- Charlotte Works
- Mayor Youth Employment Program
- CPCC
- UNCC
- JCSU
- Carolinas Healthcare System
- Library

1. Enhancing the Perceptions of the Eastland Area and East Charlotte
2. Unifying Local Communities
3. Creating Connectivity and Walkability for Surrounding Neighborhoods
4. Taking Advantage of Natural Features
5. Creating Opportunity for Civic Development
6. Increase Equitable Economic Development

- Divide the site into manageable pieces (development parcels) to mitigate risk
- Identify and empower an advocate (individual or group) for the project, someone who wakes up every day thinking about the Eastland Mall redevelopment
- Plan a first phase that includes housing and small-scale commercial opportunities
- Expect to partner with the private sector
- Conduct further due diligence around transit, open space, civic and cultural facilities
- Evaluate early transit improvements expense -minimize disruption and maximize connectivity.
- Develop a clear, consistent, and strategic communication plan
- Develop branding/marketing material to help the development community sell Eastland's assets and potential
- Include commitments to employment with attainable jobs in the broader Eastland area in the return on investment analysis
- Focus on small, incremental (lean) development having the potential to create an "authentic" destination which may foster larger scale redevelopment interest

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PHASE I – Anticipated completion: December 2021

**SMART CENTER /
SPORTS & RECREATION CENTER**



ARTS & HUMANITIES COMPLEX



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PHASE I – Anticipated completion: December 2021

100 UNIT INDEPENDENT SENIOR HOUSING



150 UNIT WORKFORCE/MARKET RATE HOUSING

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PHASE I – Anticipated completion: December 2021**100 SINGLE FAMILY RESIDENTIAL HOMES****WATER FEATURE AND PARK CONNECTION**

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PHASE II

Anticipated Completion:
December 2023

Phase II of the Eastland redevelopment project will consist of a total 16 acres. We will focus on the build out of two (2) retail mixed use developments and one neighborhood retail development.

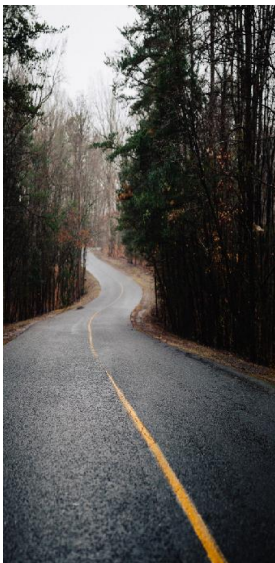
Housing Commitment**TOTAL DEVELOPMENT**

Phase I – III - 30% of all housing to be workforce and affordable.

PHASE III

Anticipated Completion: December
2025

Phase III, totaling 14 acres. Expansion in the area will consist of commercial mix use space complete with 150 lofts and 38 garden apartments, a transit oriented mixed use - retail, office, and 250 additional dwelling units.



PRIVATE EQUITY STRUCTURE

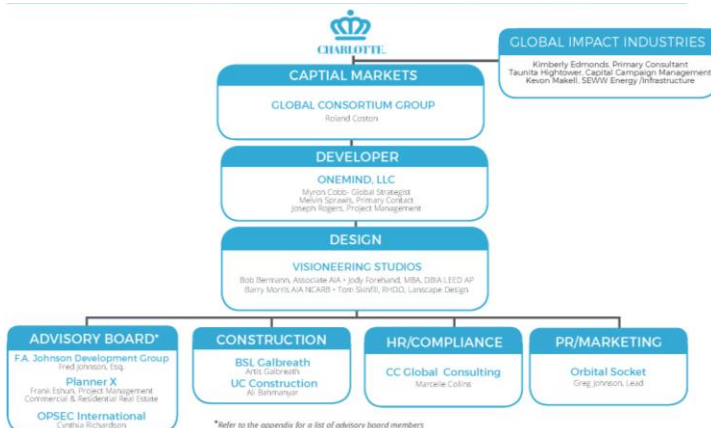
- Financing is non-recourse
- Timeline for land closing
 - Within 60 days – funds in escrow
 - Within 90 days 120 days– fully funded and closed

PUBLIC FUNDS

- Tiger Grant
- Community Investment Programs –CIP
- Municipal Service District (MSD)
- NC Film Rebate Program
- Housing Trust Fund

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■ QUESTIONS & ANSWERS